

Sundance has a new project for Redford



Robert Redford

SUNDANCE 8-28-97 GC Companies, Inc., parent company of General Cinema Theaters, Inc., announced that it has agreed to form a joint venture with Robert Redford to create Sundance Cinemas, a stand-alone theater circuit dedicated to the exhibition of the growing number of independent films.

The joint venture plans to open a significant number of state-of-the-art Sundance Cinemas across the country in urban suburban and college locations, aiming to add substantially to the number of screens dedicated to specialty films.

Redford, who has been a pioneer in the development of independent film, said "Sundance Cinemas is the logical extension of our efforts over the past 18 years to expand the opportunities for independent filmmakers to reach to broadest possible audience. I also believe that film-goers are starved for new ideas, voices and visions. By joining with General Cinema, we hope to create a unique circuit that will bring audiences across the country together with the original work of independent filmmakers."

"We intend to establish Sundance Cinemas as the most distinctive theatre circuit in the country," said Robert A. Smith, president and chief operating officer of GC Companies, Inc.

"The names Robert Redford and Sundance resonate powerfully with movie-goers across the country. This is a tremendous opportunity for General Cinema to grow its core business expanding our commitment to the ever-increasing market and audience for independent film."

Sundance Cinemas will showcase a full range of independent film programming, with an emphasis on leading American independent films. The theaters will also offer audiences a chance to discover international films, documentaries and other cutting-edge films which traditionally have

had a limited opportunity for theatrical release due to the small number of screens dedicated to such work.

Robert Redford created Sundance as a means of promoting the development of independent visions and voices in the arts.

It has grown into a broad range of non-profit activities and business ventures over the past 18 years.

The Sundance Institute presents the Sundance Film Festival, the premiere international showcase and marketplace for independent film, and also conducts a range of filmmaker and screenwriter labs and independent film exhibition programs across the country and around the world.

The Sundance Channel, which was launched in 1996 and is already available in over 10 million homes, shares Sundance Cinemas's mission expanding the reach of independent film.

GC Companies operates one of the nation's leading motion picture exhibition circuits, with 1,168 screens at 185 locations in 25 states.

On the way I told vicious stories and jokes about the Utah Department of Transportation which were well-received.

"It's a good thing Robert Redford owns this mountain," I said as I shifted down to climb the last hill. "It's one of the most beautiful spots on earth. I think it's every bit as pretty as those spots in southern Utah that Mr. Redford doesn't want to see developed. Can you imagine what would have happened to Sundance if some big corporation

Dean Loveland

Living Here

owned it?"

There were no answers to that awful rhetorical question, just murmurs of gratitude.

Now it had been some years since I had been to Sundance, and I drove right past the entrance before I realized my mistake and slammed on the brakes. That made a guy behind us in a BMW very angry, and he honked and gestured and yelled profanities 'til we began to wonder if he was the BYU quarterback.

After he went around us, we backed up; and there standing by the entrance was a guy, around 30, wearing Ray-Bans and a Sundance sweater.

"Hi, there," I said. "I'm lost."

"Whatcha looking for?"

"I've got a friend who has a cabin up here. The Somersby cabin? I thought I knew the way, but I couldn't even find the entrance."

"Yeah, I saw that. It's been a while, huh? They moved that road years ago. Knocked a path through the trees and brush over there, filled the old one in, and built a fire station."

"Well, that's good to hear," I laughed. "I thought I was going crazy. Do you know the Somersby cabin?"

"Somersby," he mused. "I'm not familiar with that name. But then there're so many new ones."

Heather Crosstrex said from the back, "There can't be that many cabins, can there?"

"Oh, man, only a couple hundred," he scoffed.

"Well, it's up by Stewart Falls," I suggested. "How do I get there?"

"See that bulldozer?" He pointed up past the restaurant.

"Which one? The one sitting there or the one up higher knocking down trees?"

"The one sitting there."

"Okay," I said, finally getting my bearings. "I remember now. You turn on an old dirt road."

"No, a new oiled road. They put that in when they built all those condos up the hill."

"Condos?"

"Oh, yeah, they're really popular. Booked solid year 'round with corporate retreats and stuff. Matter of fact, I hear they're planning to build a bunch more."

"Well. Hmmm. Okay, so I turn left by the D-9 Cat?"

"Well, not exactly there, you go a little past. See that big pool in the creek?"

"Hey, yeah. Look, you guys, there's a sculpture right in the center!"

"Yeah," Sundance sweater said. "We're very proud of that. Used to run pretty fast through there, so what they did was flatten out that whole area with a backhoe and made a real nice little pool."

"It is very nice," I agreed.

"Well, anyhow, go past there until, well, see that big tall cabin sticking up way above the tree line?"

"Oh, sure, how could I miss it?"
"I'd be hard. I hear it's 6,000
square feet."

"... that right?" I said.

"Yeah, and I hear they've got a
... Oh, sir?"
... "Huh?"

"There are several cars waiting
behind you. Why don't you pull
over to the side?"

"Oh, that's okay," I said. "If we
need more help, we'll stop and ask
that guy working up there with the
trencher."

*Free-lance columnist Dean
Loveland is a resident of Provo.*